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20 JUN 1959

MEMORANDUM FOR: Director of Central Intelligence

SUBJECT: Senator Wiley's Bill Proposing a Citizens
Council for Advocacy of Freedom

1. This memorandum contains a recommendation for action on the part of the DCI. Such recommended action is in paragraph 6.

2. Senator Wiley's bill before Congress calls for the establishment of a top-level Council including eight representatives from private life, four members of Congress and three representatives from the Executive Branch representing USIA, CIA and ICA. The purpose of the Council is to re-evaluate the scope of the Communist ideological challenge and the adequacy of existing programs, policies and procedures to meet the challenge. The Council will formulate a program and make recommendations for coordinating approved programs and policies at all levels of government and make recommendations for concurrent and cooperative action among the nations of the Free World in meeting the Communist ideological challenge. The Council's work is to be completed in not more than six months.

3. The June 23 Congressional Record contains notice that the following Senators will be co-sponsors of Senator Wiley's bill: Bridges, Carlson, Cooper, Dodd, Gruening, Moss, Sparkman, Williams, Scott, Humphrey and Proxmire and Clark.

4. This proposal is essentially the same as that covered by the Jackson Committee in 1953 except that it includes members of Congress and is a joint Executive Branch-Legislative Branch responsibility. The terms of the investigation and the recommended program are so broad and general that it has the very real drawback of becoming just another high-level investigation of propaganda activities. Such investigations and reports always require the attention and time of many members of the staffs of the operating agencies. Since members of Congress would be participants in the Council and since the psychological activities of CIA would undoubtedly be included in the review, important questions about CIA's relationship with Congress might again be raised. Senator Wiley places considerable stress on the importance of the contribution of outstanding persons from private life who are leaders

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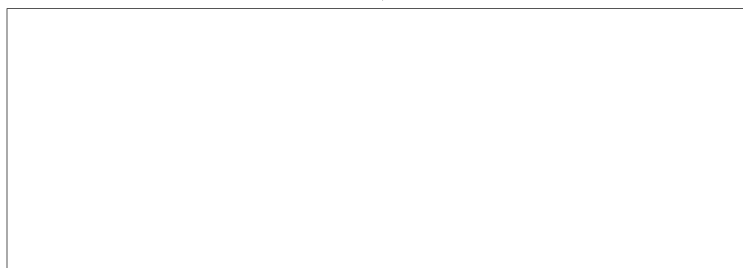
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in the free enterprise system of mass media. Experience has shown that the know-how of mass media operations as practiced by Madison Avenue is usually not particularly pertinent to the conduct of psychological operations abroad. Furthermore, it is likely that the same distinguished private Americans who served on the Jackson Committee and similar committees might be called upon again and they have already given their services. It does not seem likely that too many fresh approaches could be developed other than those already available in existing studies. For these reasons we do not think that you should positively support Senator Wiley's bill.

5. We have checked with USIA and ascertained that they have received a similar letter from Senator Wiley. Mr. Allen has replied with an expression of appreciation to the Senator for an advanced copy of his proposed legislation and for his favorable comments on USIA. Mr. Allen went on to say that the Senator's proposal is in line with the growing recognition of the need for increasing efforts to correct distortion of the "image of America" abroad and to see that the image is projected in ways that are understandable to foreign peoples and in consistence with their interests and aspirations.

6. Recommended action:

It is recommended that you sign the attached letter to Senator Wiley.



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cc. DDCI

Attachment: Letter to Senator Wiley

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